

## WHAT IS CLAIMED IS:

1. A method for utilizing a location-based service, the method comprising:  
receiving from a user at a current location differential information indicating a difference  
between the current location and a particular, different location;  
5 determining the current location;  
determining the particular location based on the current location and the differential  
information;  
providing a location-based service, wherein the location-based service produces results  
that are at least partially based on the particular location; and  
10 displaying information to the user, wherein the information displayed to the user is at  
least partially based on the results of the location-based service.
2. The method of claim 1, further comprising determining directional information between  
the current location and the particular location.
3. The method of claim 2, wherein the directional information comprises an indication of  
15 compass direction between the current location and the particular location.
4. The method of claim 2, wherein the directional information comprises an angle of  
rotation.
5. The method of claim 1, wherein the differential information comprises an indication of  
the distance between the current location and the particular location.
- 20 6. The method of claim 1, wherein the differential information comprises an indication of a  
height.
7. The method of claim 1, wherein the location-based service is a ratings service.
8. The method of claim 1, wherein the location-based service is a mapping service.
9. The method of claim 1, wherein the location-based service is an information service, the  
25 information service providing information related to the particular location.

10. The method of claim 1, wherein the providing the location-based service comprises transmitting a request for a location-based service and receiving results from a location-based service.
- 5 11. An apparatus for utilizing a location-based service, the apparatus comprising:  
a position determining module for determining a current location;  
a compass, wherein the compass indicates directional information between the current  
location and a particular location;  
a user interface, wherein the user input comprises differential information indicating a  
10 difference between the current location and the particular location;  
a service module, the service module providing a location-based service based on the  
particular location; and  
a display device to display at least some of the results of the location-based service to the  
user.
- 15 12. The apparatus of claim 11, further comprising a processor for determining the particular  
location based on the current location, directional information and the differential  
information.
- 20 13. The apparatus of claim 11, the service module comprising:  
a transmitter for transmitting a request for a location-based service based on the particular  
location; and  
a receiver for receiving information related to the particular location; and
14. The apparatus of claim 11, wherein transmitter couples with the processor to transmit the  
particular location as part of the request for rating information.
- 25 15. The apparatus of claim 11, wherein the position determining module is a global  
positioning system receiver.

16. The apparatus of claim 11, wherein the compass is a digital compass.
17. The apparatus of claim 11, wherein the user interface is adapted to receive as an input differential information indicating a distance between the current location and the particular location.
- 5 18. The apparatus of claim 17, wherein the differential information comprises a distance.
19. A machine-accessible medium containing instructions, which when executed by a machine, cause said machine to perform operations, comprising:
  - receiving from a user at a current location differential information indicating a difference
  - between the current location and a particular, different location;
  - 10 determining the current location;
  - determining the particular location based on the current location and the differential information;
  - providing a location-based service, wherein the location-based service produces results that are at least partially based on the particular location; and
  - 15 displaying information to the user, wherein the information displayed to the user is at least partially based on the results of the location-based service.
20. The machine-accessible medium of claim 19, further comprising determining a compass direction between the current location and the particular location.
21. The machine-accessible medium of claim 19, wherein receiving the differential
- 20 information comprises receiving an indication of the distance between the current location and the particular location.
22. A method for providing rating information, the method comprising:
  - receiving a request from a user at a current location for a location-based service based on
  - 25 a particular location;
  - receiving the current location;
  - receiving differential information between the particular location and the current location;

determining the particular location based upon the differential information and the current location;

providing a location-based service based on the particular location; and

transmitting to the user results of the location-based service.

- 5 23. The method of claim 22, wherein the differential information comprises directional information and a distance between the current location and the particular location.
24. The method of claim 22, wherein receiving the request comprises receiving the request from the user via a wireless network, and wherein transmitting to the user comprises transmitting results of the location-based service to the user via a wireless network.